

# Dana Winner "Nieuwjaarsconcert"

DATE: Saturday, January 3, 2026  
LOCATION: Hasselt, Vlaanderen, BE

---

## Event Description

Dana Winner "Nieuwjaarsconcert" is a premier performing-arts event in Hasselt. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** performing-arts

**Importance Rank:** 55/100

**Expected Attendance:** 1,740 people

**Event ID:** EwaueKB7ZNiZXQdLQ7

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 696 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

---